CONTENTS OF VOLUME XXII, 1958

NUMBER 1 SPRING

The Relevance of Personality for Political Participation
By Daniel J. Levinson 3

Measuring the Effects of Television: A Description of Method
By William A. Belson 11

A Scale for Assessing Socio-economic Status in Survey Research
By Charles L. Vaughn 19

French Electoral Sociology *By Morris Davis* 35

The Perception of Future Events: Case Studies in Social Prediction
By Hans H. Toch 57

LIVING RESEARCH

Asking the Embarrassing Question *By Allen J. Barton* 67

Attitudes toward Authority and Party Preference in Puerto Rico
By Peter Bachrach 68

BOOK REVIEWS

Cherry, Colin, *On Human Communication*
Reviewed by Roger W. Brown 74

Remmers, H. H., and D. H. Radler, *The American Teenager*
Reviewed by Alfred E. Kuenzli 75

Barber, Bernard, *Social Stratification: A Comparative Analysis of Structure and Process*, and Kahl, Joseph A., *The American Class Structure*
Reviewed by Guy E. Swanson 76

Wilensky, Harold L., *Intellectuals in Labor Unions*
Reviewed by Helen P. Gouldner 78

BOOK NOTE 80

NUMBER 2 SUMMER

The Julian L. Woodward Memorial Award 81

Must a Researcher Tell the Truth? *By Frederick F. Stephan* 83

The Public Opinion Process *By W. Phillips Davison* 91

Presenting the Results of Social Research to the Public
By S. Joseph Fauman and Harry Sharp 107

The Measurement of Change in a Unidimensional Attitude by Guttman Scale Analysis Techniques *By Robert E. Stover* 116

Increasing the Responses to Mail Questionnaires: A Research Study
By William M. Kephart and Marvin Bressler 123

Newspaper "Gatekeepers" and the Sources of News *By Roy E. Carter, Jr.* 133

The Influence of Social Status on the Uses of Television
By Robert S. Albert and Harry G. Meline 145

News and Notes 152

Book Reviews

Lowenthal, Leo, *Literature and the Image of Man: Sociological Studies of the European Drama and Novel, 1600-1900*
Reviewed by Hugh Dalziel Duncan 157

Schramm, Wilbur, *Responsibility in Mass Communication*
Reviewed by Warren Breed 159

Speier, Hans, and W. Phillips Davison, eds., *West German Leadership and Foreign Policy*
Reviewed by Frederick W. Williams 160

Altick, Richard D., *The English Common Reader: A Social History of the Mass Reading Public, 1800-1900*
Reviewed by Leo Lowenthal 162

Barksdale, Hiram C., *The Use of Survey Research Findings as Legal Evidence*
Reviewed by Anthony J. Wiener 163

Hovland, Carl I., *et al., The Order of Presentation in Persuasion*
Reviewed by Percy H. Tannenbaum 166

Sills, David L., *The Volunteers: Means and Ends in a National Organization*
Reviewed by Sol Levine 167

NUMBER 3 FALL

Special Issue: Attitude Research in Modernizing Areas

Editor's Introduction 217

I. Research Experiences, Problems, Methods

To Talk with Kings *By Robert O. Carlson* 224

Problems of Survey Research in Modernizing Areas *By Elmo C. Wilson* 230

Surveys in India: Field Experience in Madras State
By Lloyd and Susanne H. Rudolph 235

Applicability of Survey Techniques in Northern India
By Max Ralis, E. A. Suchman and R. K. Goldsen 245

The First Opinion Research in Uruguay and Chile *By Alain Girard* 251

Research and Development in Africa South of the Sahara
By Francis X. Sutton 261

II. The Modernizing of Values, Images, Attitudes

The Values of Turkish College Youth
By Herbert H. Hyman, Arif Payaslioğlu and Frederick W. Frey 275

Indian Student Images of Foreign People
By Ithiel de Sola Pool and Kali Prasad 292

Indonesian Images of Their National Self *By Guy J. Pauker* 305

Middle Class Impediments to Iranian Modernization
By Raymond D. Gastil 325

The Change-prone Person in Puerto Rico *By Kurt W. Back* 330

III. The Emergence of Popular Politics

Administrators, Agitators, and Brokers *By Lucian W. Pye* 342

Elites and Public Opinion in Areas of High Social Stratification
By Frank Bonilla 349

Communication and Political Awareness in the Villages of Egypt
By Gordon K. Hirabayashi and M. Fathalla El Khatib 357

World Affairs and U. S. Race Relations: A Note on Little Rock
By Harold R. Isaacs 364

IV. The Socio-Economic Factors of Modernization

How Economic Growth Begins: A General Theory Applied to Japan
By E. E. Hagen 373

Entrepreneurship and Economic Development in the Middle East
By A. J. Meyer 391

Turkey's Agrarian Revolution and the Problem of Urbanization
By Richard D. Robinson 397

Ecological Patterns and Value Orientations in Lebanon
By Lincoln Armstrong and Rashid Bashshur 406

Economic Aid: An Inventory of Problems for Attitude Research
By Stephen C. Brown 416

News and Notes 421

Book Reviews

Lerner, Daniel, *The Passing of Traditional Society: Modernizing the Middle East*
Reviewed by Morroe Berger, Princeton University 425

Shannon, Lyle W., *Underdeveloped Areas*
Reviewed by Arnold S. Feldman, University of Delaware 427

UNESCO, *Social Implications of Industrialization and Urbanization in Africa South of the Sahara*
Reviewed by Jeffrey Butler, Boston University 428

Pye, Lucian W., *Guerrilla Communism in Malaya: Its Social and Political Meaning*
Reviewed by Dean Manheimer, International Research Associates, Inc. 429

Coelho, George V., *Changing Images of America*
Reviewed by Suzanne Keller, Brandeis University 431

Keesing, Felix M. and Marie M., *Elite Communication in Samoa: A Study of Leadership*
Reviewed by Lucian W. Pye, Massachusetts Institute of Technology 433

Isaacs, Harold R., *Scratches on Our Minds*
Reviewed by Robert Chin, Boston University 434

NUMBER 4 WINTER

Chinese Communist Control of the Press *By Franklin W. Houn* 435

Some Determinants of Political Attitudes among College Voters *By Philip Nogee and Murray B. Levin* 449

Correlates of International Attitudes *By William A. Scott* 464

The Suburbs and Shifting Party Loyalties *By Fred I. Greenstein and Raymond E. Wolfinger* 473

Suburban Residence and Political Behavior *By Jerome G. Manis and Leo C. Stine* 483

The Army-McCarthy Hearings and the Public Conscience *By G. D. Wiebe* 490

On Categorizing Qualitative Data in Content Analysis *By William C. Schutz* 503

On Analyzing Correlation Matrices: Some New Emphases *By Edgar F. Borgatta* 516

Advertising Recall in Relation to Type of Recall *By Robert Ferber and Hugh G. Wales* 529

Formulas for Spreading Opinions *By Stuart Carter Dodd* 537

The Scientist as a Referent in the Communication of New Technology *By George M. Beal and Everett M. Rogers* 555

LIVING RESEARCH

On Sampling Design in Opinion and Marketing Research *By Ranjan Kumar Som* 564

Self-designated Influentiality and Activity *By Herbert I. Abelson and W. Donald Rugg* 566

Maximizing Returns on Mail Questionnaires *By Sol Levine and Gerald Gordon* 568

NEWS AND NOTES 576

BOOK REVIEWS 579

Packard, Vance, *The Hidden Persuaders*
Reviewed by Lloyd Barenblatt, Peekskill, N. Y. 579

Stephan, Frederick F., and Philip J. McCarthy, *Sampling Opinions: An Analysis of Survey Procedures*
Reviewed by Charles A. Metzner, University of Michigan 580

Luszki, Margaret Barron, *Interdisciplinary Team Research: Methods and Problems*
Reviewed by Howard E. Freeman, Harvard University 581

Mathews, Joseph J., *Reporting the Wars*
Reviewed by Roy E. Carter, Jr., University of North Carolina 582

Rosenberg, Morris, *Occupations and Values*
Reviewed by Leonard Reissman, Tulane University 583

Seidman, J., J. London, B. Karsh, and D. L. Tagliocozzo, *The Worker Views His Union*
Reviewed by Simon Olshansky, Joint Commission on Mental Illness and Health 584

Book Notes 586

Index to Volume XXII 588

PROCEEDINGS OF THE THIRTEENTH ANNUAL CONFERENCE of the AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

A word of appreciation from the President 169

Introductory note by John W. Riley, Jr. 170

Abstracts of papers and reports of discussion

MAXIMIZING THE UTILIZATION OF SOCIAL RESEARCH

Chairman: Robert N. Ford, *American Telephone and Telegraph Company*

"RESEARCH TOWARD POLICY FORMATION, A CASE STUDY," David L. Sills, *Bureau of Applied Social Research, Columbia University* 170

"MARKETING SOCIAL RESEARCH," Bertrand Klass, *Market Planning Corporation* 172

"EXPERIMENTS IN FEEDBACK," Floyd C. Mann, *Survey Research Center, University of Michigan* 173

"THE RESEARCH CONSUMER MEDITATES ON HIS MOTIVATIONS," Robert O. Carlson, *Standard Oil Company of New Jersey* 174

"COMMENT ON THE PROBLEM OF UTILIZATION," Harry V. Kincaid, *Stanford Research Institute* 174

WHITHER MASS COMMUNICATIONS RESEARCH

Chairman: Joseph T. Klapper, *General Electric Company*

"MEDIA PERSPECTIVES: THE SILHOUETTING, REFRACTION, AND LEGITIMATION OF INFORMATION," Kurt Lang, *Queens College* 177

"THE PRESENT STATE OF COMMUNICATIONS RESEARCH," Bernard Berelson, *University of Chicago* 178

"SOCIOLOGY AND MASS COMMUNICATIONS RESEARCH," John W. Riley, Jr., *Rutgers—The State University* 178

THE PRESS AND PUBLIC OPINION

Chairman: Louis Harris, *Louis Harris and Associates*

"ASSESSING PUBLIC OPINION AT HOME AND ABROAD," Joseph Alsop, *New York Herald Tribune**

"WHAT THE RESEARCHER CAN LEARN FROM THE REPORTER," John Kraft, *Louis Harris and Associates* 179

SOME RECENT MAJOR ADVANCES IN INTERNATIONAL PUBLIC OPINION POLLING (JOINT SESSION OF AAPOR AND WAPOR)

Chairman: Leo P. Crespi, *United States Information Agency*

"CHAIRMAN'S REMARKS" 181

"THE PROBLEMS AND GRATIFICATIONS OF LAUNCHING A WORLD POLL," Elmo C. Wilson, *International Research Associates, Inc.* 182

"HIGH SPEED SURVEYS OF REACTIONS TO CURRENT ISSUES IN WORLD OPINION CENTERS," George Gallup, *American Institute of Public Opinion* 183

"POLLING DECISION-MAKERS: AN EXPERIMENT IN POLITICAL PSYCHOLOGY," Lloyd A. Free, *The Institute for International Social Research* 184

* Abstract not available.

REFERENCE GROUPS AND THE DEVELOPMENT OF PRODUCT IMAGES

Chairman: Samuel P. Hayes, Jr., *Foundation for Research on Human Behavior*

"OBJECTIVE AND SUBJECTIVE SOCIAL STATUS IN RELATION TO BEVERAGE CHOICE," Thomas R. Kemm, *W. R. Simmons and Associates*•

"AS OTHERS SEE US—A STUDY OF BRAND IMAGES IN THE LIPSTICK," Evelyn Waldman, *Helena Rubinstein*•

"THE COMMUNICATION PROCESS IN THE PURCHASE OF NEW PRODUCTS: AN APPLICATION OF REFERENCE GROUP THEORY," George M. Beal, *Iowa State College*, and Everett M. Rogers, *Ohio State University* 186

"A MODEL FOR DETERMINING THE PERSUASIVE POWER OF DIFFERENT COMPONENTS OF A PRODUCT IMAGE," Eric Marder, *Kenyon and Eckhardt* 187

DESEGREGATION RESEARCH: A CURRENT REPORT

Chairman: John Morsell, *National Association for the Advancement of Colored People*

"A CROSS-SECTION OF WHITE AND NEGRO VIEWS ON THE RACE PROBLEM," Ben Gaffin, *Ben Gaffin and Associates, Inc.*•

"STUDIES OF DESEGREGATION IN PROCESS," Charles H. Parrish, *University of Louisville* 189

"HYPOTHESES AND PROSPECTS FOR OPINION RESEARCH IN DESEGREGATION," Edward A. Suchman, *Cornell University* 190

INNOVATIONS IN RESEARCH METHODOLOGY

Chairman: Ben Gedalicia, *Batten, Barton, Durstine, and Osborn*

"INNOVATIONS—SUCCESSES AND FAILURES," Darrell B. Lucas, *New York University* 192

"CONTENT ANALYSIS RESEARCH: SOME NEW APPLICATIONS OF THE TECHNIQUE," Babette Kass, *Young and Rubicam, Inc.* 193

"INNOVATIONS TO COME," Joseph G. Smith, *Oxtoby-Smith, Inc.*•

PUBLIC OPINION RESEARCH AROUND THE WORLD (JOINT AAPOR AND WAPOR SESSION)

Chairman: Mark Abrams, *Research Services Ltd., London, England*

"STUDIES OF THE SOUTH AFRICAN BANTU," Waldo Langeschmidt, *Grant Advertising, Johannesburg, South Africa* 194

"PROBLEM STRUCTURE: A CARRY-OVER FROM WESTERN RESEARCH," William McPhee, *Bureau of Applied Social Research*•

"USE AND EVALUATION OF THE MASS MEDIA IN AN ITALIAN COMMUNE," Malcolm S. MacLean, Jr., *Communications Research Center, Michigan State University* 195

"PUBLIC OPINION RESEARCH ACROSS NATIONAL BOUNDARIES," Edward A. Suchman, *Cornell University* 197

AUTHORS MEET THE CRITICS—A PREVIEW

Chairman: Samuel A. Stouffer, *Harvard University*

The Book: *The Academic Mind*

The Authors: Paul F. Lazarsfeld, *Columbia University*, and Wagner Thielens, Jr., *Bureau of Applied Social Research*

The Critics: Morton Grodzins, *University of Chicago*
Gerhart D. Wiebe, *Elmo Roper and Associates* 198

• Abstract not available.

ROUND TABLE SESSIONS

General Chairman: Robert L. Jones, *University of Minnesota*

"QUALITATIVE ANALYSIS OF INTERVIEW PROTOCOLS" 200

Chairman and Reporter: York Lucci, *Bureau of Applied Social Research, Columbia University*

Panel Members:

Myron J. Helfgott, *Package Research Institute, Inc.*
Herbert Kay, *Walter Landor and Associates*
Barbara Kaye, *Market Planning Corporation*
Harold Mendelsohn, *Market Planning Corporation*

"STUDYING ATTITUDES RELATING TO SEX" 202

Chairman: Gerhart D. Wiebe, *Elmo Roper and Associates*

Panel Members:

Kurt W. Back, *University of North Carolina*
Jean Owen, *Elmo Roper and Associates*
Florence A. Ruderman, *Bureau of Applied Social Research, Columbia University*
J. Mayone Stycos, *Cornell University*
Jean K. Szaloczi, *National Analysts, Incorporated*

"THE USE OF LIBRARIES OF PUBLIC OPINION DATA" 204

Chairman: Samuel A. Stouffer, *Harvard University*

Panel Members:

Robert O. Carlson, *Standard Oil Company of New Jersey*
Sidney Goldish, *Minneapolis Star and Tribune*
Elmo Roper, *Elmo Roper and Associates*

Reporter: Helen M. Crossley, *United States Information Agency*

"THE USE OF PUBLIC OPINION RESEARCH AS LEGAL EVIDENCE" 206

Chairman: Hans Zeisel, *University of Chicago Law School*

Panel Members:

Don Cahalan, *W. R. Simmons and Associates*
Sidney Hollander, Jr., *Sidney Hollander Associates*
Philip B. Kurland, *University of Chicago*
Paul F. Lazarsfeld, *Columbia University*
Dr. Noelle-Neumann
Van W. Smart, *Food and Drug Administration*

"IS PROBABILITY SAMPLING OVERDONE?" 207

Chairman: Lester R. Frankel, *Audits and Surveys, Incorporated*

Panel Members:

Burns Roper, *Elmo Roper and Associates*
W. R. Simmons, *W. R. Simmons and Associates Research*
Philip Corby, *Philip Corby Research*

Reporter: Lester R. Frankel

"PRESENTATION OF RESEARCH RESULTS TO THE GENERAL PUBLIC" *

Chairman: Jeremiah Kaplan, *The Free Press*

Panel Members:

Pierre Martineau, *Chicago Tribune*
Harry Sharp, *Detroit Area Study*

* Summary not available.

"PUBLIC OPINION RESEARCH AND THE 1960 CENSUS" 209
Chairman: Philip M. Hauser, *University of Chicago*
Panel Members:
Morris Hansen, *United States Bureau of the Census*
Robert Kahn, *Survey Research Center, University of Michigan*
Peter H. Rossi, *University of Chicago*
Reporter: Jan Hajda, *University of Chicago*

"RESEARCH ON PUBLIC REACTIONS TO NEW ADVANCES IN SCIENCE" 210
Chairman: Donald N. Michael, *Dunlap and Associates, Incorporated*
Panel Members:
Lebaron R. Foster, *Opinion Research Corporation*
Alexander L. George, *The RAND Corporation*
Sidney Hollander, Jr., *Sidney Hollander Associates*
Stephen Withey, *Survey Research Center, University of Michigan*

"WHAT KIND OF ACADEMIC TRAINING FOR COMMERCIAL RESEARCH" 211
Co-Chairmen: Leo Bogart, *McCann-Erickson, Incorporated*, and Burleigh Gardner, *Social Research, Incorporated*
Panel Members:
Harper W. Boyd, *Northwestern University*
George Fisk, *University of Pennsylvania*
Jaye Niefeld, *Keyes, Madden, and Jones*
Henry O. Whiteside, *J. Walter Thompson Company*
Reporter: Burleigh Gardner

"WHAT'S NEW IN INTERVIEWING TECHNIQUE?" 212
Chairman: Nathan Maccoby, *Boston University*
Panel Members:
Raymond A. Bauer, *Harvard Business School*
Charles Cannell, *Survey Research Center, University of Michigan*
Erwin Smigel, *Indiana University*
Fred L. Strodtbeck, *University of Chicago*
Reporter: Mark Benney, *University of Chicago*

ITEMS OF GENERAL INTEREST FROM THE BUSINESS MEETING 214
Code of Professional Ethics and Practices 215